

Description



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The split-screen ad ensures maximum visibility in the direct vicinity of highly sought-after results such as the weather or Bundesliga.

The seamless integration of the advertising message into the editorial content creates a high level of relevance and emotional charge. The playout trigger is visually linked to the advertising message, which attracts additional attention.

Thanks to the high-quality editorial environments, brands benefit from strong brand trust and effective image transfer. Other attractive environments are available on request.

Notes

Initially, 5 seconds of full-screen editorial content can be seen. This pulls down and to the right into a field hockey stick and makes room for the advertising space.

The exposed advertising space can contain a video, static, or an animation corresponding to the length of the ad.

Specifications

Spot length

- Please refer to the order confirmation for the spot length
- No title slates or blank frames
- ATTENTION: exact booked spot length, i.e. at 10 seconds = 10 s 00 ms (there must not be milliseconds more or less)

Resolution

- 1920 x 1080 pixels, sRGB for Infoscreen and Mall Video (landscape)
- 1080 x 1920 pixels, sRGB for Station Video and Mall Video (portrait)
- The resolution and permitted creation depends on the city and location. Please observe the format specifications.

Aspect ratio

- 16:9
- 9:16

Degree of movement

No restrictions

File Format

Managed Service

Video

MP4 or MOV, 25, 29.97 and 30 fps , without audio track.

Codec: uncompressed or h.264 (bitrate min. 30 Mbit/s)

no fields (progressive)

Still image

.psd / .jpeg / .bmp / .tif / .pdf / .png / .eps

PowerPoint, InDesign and Flash files cannot be accepted

General instructions for DOOH that must be followed

- Content should be receivable in the booked time
- Content must comply with youth protection guidelines
- Spots must be created exactly in the resolution of the booked advertising medium
- Spot lengths must correspond exactly to the booked time

Delivery of advertising material

Lead time and delivery address

- DOOH advertising media are always handled as follows when booked with Ströer Media Solutions:
- All DOOH advertising material must be sent to Ströer for technical and content review at least **15 working days** before the start of the campaign.
Advertising material is delivered by e-mail to the following addresses:

Name	E-Mail
Special intermediaries (Weischer, PosterSelect, Contrast Media, outmaxx Media etc.)	ops-ppv-spezialmittler@stroeer.de
Omnicom	ops-ppv-omnicom@stroeer.de
Independent Agencies (Zanatta, Overmedia, NetzwerkReklame etc.) + Crossmedia + Add2 + Havas + DSPs	ops-ppv-agenturen@stroeer.de
Dentsu + ItWorks/ WestWorks	ops-ppv-dentsu-itworks@stroeer.de
MGMP + Kinesso + Planus + UM	ops-ppv-mgmp@stroeer.de
Publicis	ops-ppv-publicis@stroeer.de
GroupM, Emetriq	ops-ppv-groupm@stroeer.de
Direct Clients	ops-ppv-client@stroeer.de
Pilot	ops-ppv-pilot@stroeer.de
UMLs	ops-ppv-umls@stroeer.de

Always include the following information in your email (also in the event of inquiries and/or subsequent changes to advertising

material):

- Name of the advertiser
- Name of the marketing campaign according to the order
- Period of the campaign
- Advertising Medium
- Motif instruction/Placement periods of the individual advertising media, if some advertising media are not to be delivered for the entire duration of the campaign.

Programmatic Creative Approval and Caching

[ppv-creative-approval-stroeer.pdf](#)

The specifications are continuously updated. Please always use the latest download.

Responsible for the content:
Ströer Media Solutions GmbH | Kehrwieder 8-9 | 20457 Hamburg